

# GAYA HIDUP DAN BUDAYA KONSUMEN ANAK MUDA PENGGEAR BATU AKIK

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## ABSTRAK

Demam batu akik saat ini melanda berbagai lapisan masyarakat, termasuk kalangan anak muda. Bertujuan memahami dan mengaji tren serta budaya konsumsi batu akik yang menjadi bagian dari gaya hidup anak muda, penelitian ini mengungkap berbagai latar belakang yang mendorong anak muda menggemari batu akik, serta makna-makna representatif dan komunikatif terkait fenomena tersebut. Metode yang digunakan bersifat kualitatif dengan pendekatan *cultural studies*, di mana aspek *lived experience* dari keseharian anak muda didialogkan dengan aspek *discourse* batu akik yang banyak tersebar dalam wacana pemberitaan dan perbincangan media, serta fenomena langsung di tengah aktivitas masyarakat konsumen. Temuan-temuan seperti krisis dan konstruksi identitas, pembentukan kelas serta strategi ekonomi politik konsumsi batu akik di kalangan anak muda didiskusikan secara reflektif dan mendalam sebagai *insight* dalam memahami pemaknaan anak muda terhadap batu akik yang merupakan bagian dari gaya hidup mereka.

**Kata kunci:** Batu Akik, Gaya Hidup Anak Muda, Budaya Konsumen, *Cultural Studies*

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# YOUTH LIFESTYLE AND CONSUMER CULTURE OF GEMSTONE LOVERS

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## ABSTRACT

*Recently gemstone fever has widely engulfed so many people, part of them are young people. In term of understanding the trends and consumer culture of gemstone as part of the young people's lifestyle, this research is intended to disclose why young people love gemstones, in particular relating to the representative and communicative meanings of this phenomenon. The method used is qualitative research with cultural studies approach, in which the aspects of the lived experience based on youth's everyday life is dialogued with the aspects of the discourse about the phenomenon of gemstone which found widely spread in the media news and conversation, as well as the phenomena directly in the middle of consumption activities. Researchers got some findings of such an identity crisis experienced by young people, the construction of identity, class and political economy that made by young people in relation to the gemstones consumption. These findings are reflectively and deeply discussed to be the insightful insights of how young people interpret the gemstones as a part of their lifestyle.*

**Keyword:** *Gemstone, Youth Lifestyle, Consumer Culture, Cultural Studies*

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